



# ORDER

Flight Dates **09/21/12-09/27/12**

Contract / Revision **308280 /**

Original Date / Revision  
08/17/12 08/17/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product

**NRCC IE**

Agency Com 15%

Billing Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3012**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	14	\$9,562.50	\$11,250.00	0.00	08/27/12	09/27/12	14	\$9,562.50	\$11,250.00
Totals	14	\$9,562.50	\$11,250.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/24/12	09/27/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	1111---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/21/12	09/27/12	1111---		4		\$450.00		0.00				
N 2	KNXV	09/21/12	09/21/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----1--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/21/12	09/27/12	----1--		1		\$450.00		0.00				
N 3	KNXV	09/21/12	09/21/12		CM	6pm-630pm	----1--	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00



KNXV

Print Date: 08/17/12

Page 2 of 2

Contract / Revision **308280** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE**

Estimate # **3012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6pm-630pm											
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	----1--					1	\$900.00		0.00			
N 4	KNXV	09/21/12	09/21/12	M-F 630pm-7pm	CM	630pm-7pm	----1--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	----1--					1	\$1,200.00		0.00			
N 5	KNXV	09/24/12	09/27/12	M-F 630pm-7pm	CM	630pm-7pm	1111---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	1111---					4	\$1,000.00		0.00			
N 6	KNXV	09/21/12	09/21/12	M-SU 10-1035pm	CM	10pm-1035pm	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	----1--					1	\$1,200.00		0.00			
N 7	KNXV	09/23/12	09/23/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	-----S					1	\$1,200.00		0.00			
N 8	KNXV	09/21/12	09/21/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	----1--					1	\$500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 14 \$11,250.00